

A different take on motorsport

This article reflects the status at the time of its publication. The content may since have become outdated.

12/04/2016 The Porsche Carrera Cup Deutschland – Germany's fastest one-make racing series – will begin next weekend. Video bloggers on YouTube will also be covering the races from various perspectives, so to speak.

The Porsche Carrera Cup Deutschland will launch the 2016 season on April 15, when drivers will once again vie for the title by competing in two sprint races each weekend. Porsche will be covering the series this year with an even more extensive TV and media package. More specifically, the company's extensive cooperation with the German n-tv and Sport1 television networks will be supplemented by a more widespread presence in social media.

For example, the sports car manufacturer will invite a well known German YouTube video blogger to each race. Each video artist will have the opportunity to present the Porsche Carrera Cup in their own particular way – for example, as a video diary recorded in a drivers' paddock, as a "PC driving simulator versus racing reality" comparison, or even in the form of make-up tips from race queens. This approach

will make it possible to present motorsport in all of its various facets to a broader and younger audience.

The Porsche Carrera Cup Deutschland covered on YouTube

The first vlogger will be "Dner", who will cover the first Porsche Carrera Cup Deutschland race in Oschersleben. "Dner" has more than 2.6 million YouTube subscribers, which makes his channel one of the most watched in Germany. He has also achieved fame as a participant in the "TV Total Stock Car Crash Challenge" and the "TV Total Wok World Championship". The race at Hockenheim will be presented by "Concrafter" in his own particular style. "Concrafter" operates one of YouTube's most popular gaming channels. Anyone interested in the two vloggers can also subscribe to their Facebook, Twitter or Instagram accounts.

"Dner" and "Concrafter" will be followed by other YouTube vloggers who will cover the subsequent races in their own unique ways. Their videos will also be made available in the Porsche Newsroom in the future.

Link Collection

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